

# Virginia Department of Health Presentation to Commission on Youth

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# Joint Committee of the Board of Health and Board of Education

- Examined a wide range of issues pertaining to nutrition and physical fitness levels of Virginia students in grades k-12.
- Established in response to concerns about increases in childhood obesity rates.
- Improvements in the nutritional environment within schools and by the physical activity levels of students can create significant long term improvements in health status and educational achievement, and reductions in health care expenditures.

# Child Nutrition and WIC Reauthorization Act of 2004

- By 2006, Local School Divisions participating in the school meals program must establish wellness policies with:
  - Goals for nutrition education and physical activity
  - Nutrition guidelines for all foods sold on the school campus during the school day in order to promote health and reduce obesity
  - Plan to ensure policy implementation
  - Parent, student, administrator and public involvement

# Four Groups of Recommendations

- Nutrition and physical education curriculum
- State guidelines for development of nutrition and physical activity policies by local school divisions
  - To be issued via Joint Memorandum to School Superintendents from Superintendent for Public Instruction and State Health Commissioner
- Mechanism for state level evaluations and technical assistance
- Continuing collaboration between Department of Health and Department of Education concerning the health of the school age population

# Recommended State Nutrition and Physical Activity Guidelines

- Incorporate physical activity during recess, strive for 30 minutes of daily recess.
- Strive to provide daily health and physical ed.
- School Health Advisory Boards should establish and report on benchmarks to improve nutrition, health education and physical activity.
- Integration of nutrition, health and physical education concepts into core curriculum areas.

# Recommended State Nutrition and Physical Activity Guidelines (cont.)

- Limit fund raising activities to non-food items (or only to those items that meet established nutrition standards)
- Encourage school staff to use non-food items as rewards to students
- Educate family members through active involvement with PTA about role of nutrition and physical activity on student achievement
- Include and recognize school nutrition staff in decision making that affects the school nutrition environment

# Physical Fitness Guidelines

- Aggregate, de-identified physical fitness data currently collected by each school should be reported to DOE and incorporated into School Performance Report Card
  - Height and weight measurements should be added to data collection process
  - This would enable calculation of Body Mass Index

# Nutrition Guidelines

- Nutrition standards for all food and beverages available to students on the school campus during the school day
  - Offering items with lower calorie, fat, and sugar content will contribute to a healthier diet
  - High calorie, low nutrient items should be limited by access and/or portion size



# State Level Evaluation

- State guidelines would be issued jointly by VDH and DOE
- Local school divisions would be surveyed to evaluate degree of implementation of guidelines
- Survey findings would be reported to Board of Health and Board of Education

# Joint Committee Report

- Unanimously approved by State Board of Health
- Board of Education received the report, DOE will explore the various recommendations
- Full report available on VDH website:
  - [www.vdh.state.va.us/news/PubsAndReports.asp](http://www.vdh.state.va.us/news/PubsAndReports.asp)

# Current Efforts of WIC and Community Nutritional Services

EAT SMART,  
VIRGINIA!





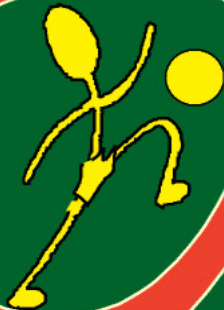
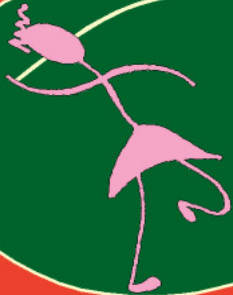
## After School Curriculum Kit

- Targeted at after school providers
- 300 participants throughout VA
- 8 weeks
- Nutrition and PA information
- Activities
- Goals
- Evaluation phase

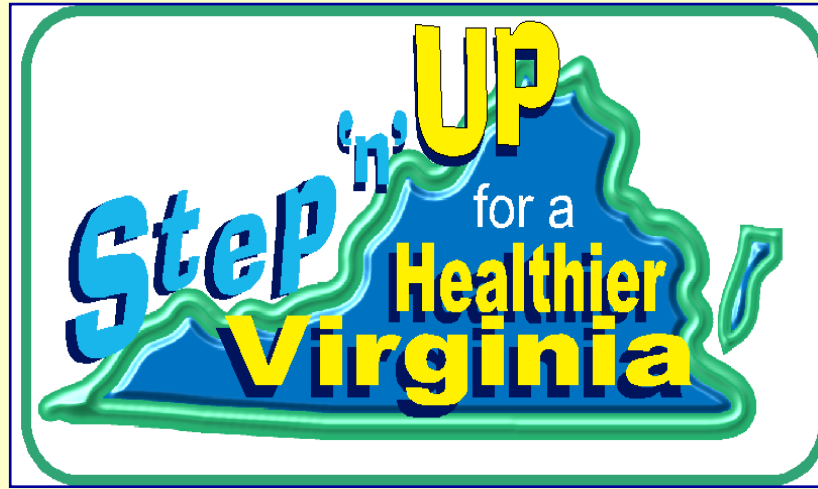
*Addressing*

*Childhood*

*overweight*








- **Encourages employees to add physical activity into their busy workday**
- **Based on climbing 12 of the tallest buildings in the world**
- **Employees earn “Motivational Points” for each building that they complete**

**8 Points**

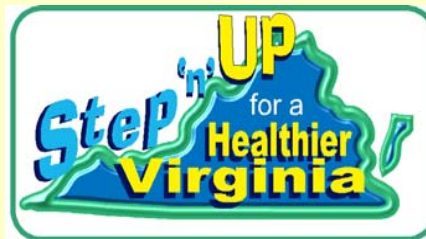


- The Empire State Building is a legend. Built in the midst of the Depression, it was, and still remains a testament to American fortitude and ingenuity.
- It has been visited by more than 117 million people. 3.5 million people visit annually.
- It has an 80-mile view into NJ, PA, CT, & MA.
- At 2,248,369 sq. ft., it houses over 1,000 businesses and has its own ZIP code.
- Construction took just over 18 months.
- On July 1945, a US B-25 Bomber crashed into the 79th floor offices of the Catholic War Relief Services. Fourteen people died. Despite suffering some fire damage and a 20-foot gash, the Empire State building opened back up for business on Monday.
- There are 1,860 steps to the top.
- The total weight of the tower is 365,000 metric tons.
- The elevators move at an amazing 12 mph.
- The total cost of construction was \$41 million.
- The top of the building is lit up at night in different colors to celebrate various holidays. For a long period after Sept. 11, 2001, it was continuously lit red, white, and blue.
- The building was designed to be a lighting rod for surrounding areas.
- The building gets struck by lightning approximately 100 times per year.
- It was the main attraction in the movie icon "King Kong".





*Perceive!*  
*Believe!*  
*Achieve!*



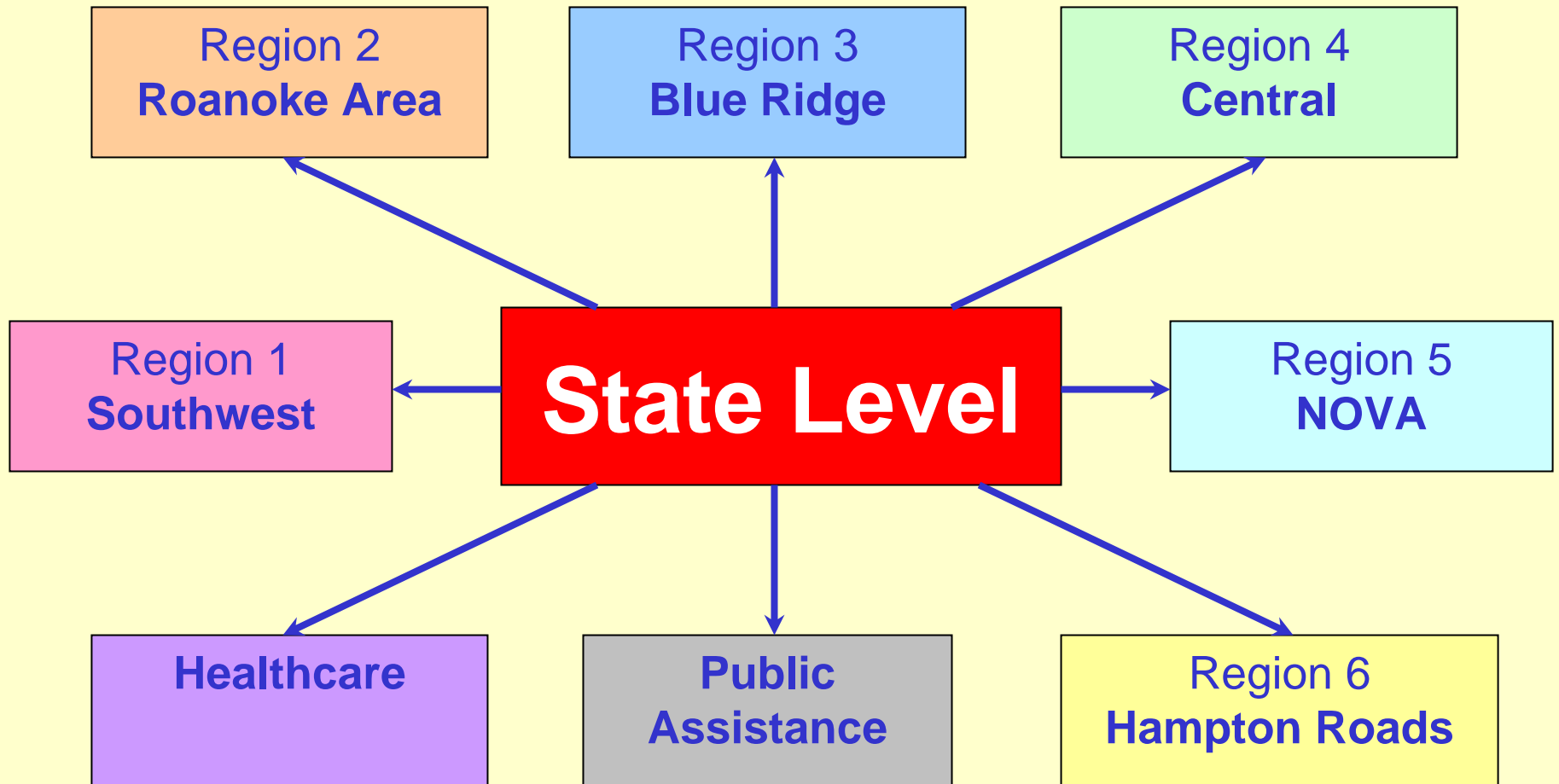
# Community Resource Site

- **Web-based**
- **Access to state and community based nutrition and physical activity programs being held in Virginia**
- **Accessible Virginia specific and area specific obesity data**
- **Information about upcoming events, trainings, and conferences**



# Goals

- Highlight the medical aspects of obesity,
- Compare and contrast national and Virginia-specific data,
- Emphasize direct and indirect costs of obesity,
- Discuss current national programs and funding available, and
- Acquire a commitment from attendees



# State Level

Region 4  
Central

Pregnancy/  
Infant

Preschool  
School age

Adolescent/  
Young Adult

Senior 60+

Adult/  
Workplace

Leader

Leader

Leader

Leader

Leader

## Steering Committee



# Development

- Identify level of needs and data that supports the problem
- Investigate various options for addressing problems in communities
- From there: We plan to place ourselves in a positive position to receive Federal, State, and Local funds